

Message Text

UNCLASSIFIED

PAGE 01 BANGKO 02847 041543Z
ACTION EA-09

INFO OCT-01 ISO-00 EB-08 /018 W
-----041559Z 058839 /41

R 041027Z FEB 77
FM AMEMBASSY BANGKOK
TO USDOC WASHDC
INFO SECSTATE WASHDC 0000
AMEMBASSY KUALA LUMPUR
AMEMBASSY MANILA

UNCLAS BANGKOK 2847

E.O. 11652: N/A
TAGS: BEXP, TH
SUBJECT: BUILDING PRODUCTS AND CONSTRUCTION EQUIPMENT CATALOG
SHOW

REF: 72 STATE A-9166

1. FOLLOWING IS A SUMMARY REPORT ON THE BUILDING PRODUCTS AND
CONSTRUCTION EQUIPMENT CATALOG SHOW:

- A. NAME OF EXHIBITION: BUILDING PRODUCTS AND CONSTRUCTION
EQUIPMENT CATALOG SHOW
- B. PLACE AND DATES: AMERICAN EMBASSY'S COMMERCIAL LIBRARY,
BANGKOK, JANUARY 20-22, 1977
- C. NUMBER OF FIRMS SUPPLYING CATALOGS: 233
- D. NUMBER OF VISITORS:
 - (1) REGISTERED 110
 - (2) TOTAL 135
- E. NUMBER OF TRADE INQUIRIES DEVELOPED
(CATALOG REQUESTED) 655
- F. NUMBER OF EXHIBITING FIRMS RECEIVING
TRADE INQUIRES 197

2. COMMENTS:
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A. EMBASSY CONSIDERS THIS RELATIVELY LOW COST PROMOTION
TO HAVE BEEN MODERATELY SUCCESSFUL. ALTHOUGH THE NUMBER OF
THOSE ATTENDING WAS SMALL, ALL WERE REPRESENTATIVES OF THE
TARGET GROUP. THE PRIMARY GROUPS OF ATTENDEES CONSISTED OF
BUILDERS/ARCHITECTS (27 PER CENT), WHOLESALERS/DISTRIBUTORS
(23 PER CENT) AND IMPORTERS (23 PER CENT). MOST OF THE VISITORS

APPEARED TO BE INTERESTED IN BUYING NEW PRODUCTS AND EQUIPMENT AND CAREFULLY SELECTED THEIR CHOICE OF CATALOGS. THE MOST ATTRACTIVE CATEGORY OF PRODUCTS WAS PREFABRICATED STRUCTURES, WHICH HAD 96 REQUESTS FOR CATALOGS. MOST OF THE VISITORS CAME FROM BANGKOK WHICH IS THE CENTER OF THE INDUSTRY.

B. PRELIMINARY INDICATIONS REVEALED THAT THERE WAS A SIGNIFICANT INTEREST IN NEW EQUIPMENT FOR THE PRODUCTION OF CONCRETE BLOCKS, PILE DRIVERS, AND SUPPLIES FOR THE PRIVATE CONSTRUCTION INDUSTRY. CONTRACTORS ENGAGED IN CONSTRUCTION OF RTG'S HOUSING PROJECTS AND OTHER GOVERNMENT CONSTRUCTION OF RTG'S HOUSING PROJECTS AND OTHER GOVERNMENT CONSTRUCTION PROJECTS EXHIBITED A KEEN INTEREST IN AN ASSORTMENT OF DIFFERENT SUPPLIERS' CATALOGS. AMERICAN BUILDING PRODUCTS AND CONSTRUCTION EQUIPMENT APPEAR TO HAVE GOOD PROSPECTS IN THIS MARKET.

C. MR. DON GILCHRIST CONSULTED WITH A NUMBER OF LOCAL MANUFACTURERS, CONSTRUCTION CONTRACTORS AND VISITED ONE CONSTRUCTION SITE OF HOUSING DEVELOPMENT PROJECT IN SUBURBAN BANGKOK.
WHITEHOUSE

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
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Decaption Note:
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Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
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Disposition Remarks:
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Executive Order: N/A
Errors: N/A
Expiration:
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Format: TEL
From: BANGKOK
Handling Restrictions: n/a
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Original Handling Restrictions: n/a
Original Previous Classification: n/a
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Reference: 72 STATE A-9166
Retention: 0
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Review Media Identifier:
Review Release Date: n/a
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Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3411972
Secure: OPEN
Status: NATIVE
Subject: BUILDING PRODUCTS AND CONSTRUCTION EQUIPMENT CATALOG SHOW
TAGS: BEXP, TH
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/9fde97cb-c288-dd11-92da-001cc4696bcc
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Margaret P. Grafeld
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